

# Homepage Canvas

Project: [neurotidal.com](https://neurotidal.com)

## Goal:

Present striking impressions of the band, without any specific call-to-action

## Target Audience:

Existing fanbase,  
potential new fanbase,  
music industry professionals  
like festival organizers

## Customer Relationships:

## Multi- / Single-Page:

Single

## Subpages / Sections:

Home, Live, Merch, Tour  
Dates, Instagram Posts.

Separate pages for:  
Electronic Press Kit &  
“Link in Bio”

## General Design Preferences:

Eye-catching, lots if images,  
typical dark and fancy “Metal-  
Style”

Background image from a concert  
from us

## Color Scheme & Branding:

We have Logos + a color palette  
that should be used (appended)

Dark look

Typewriter-style fonts

## Imagery & Visual Elements:

We have professional concert  
photos as well as album covers  
that should be used (appended)

Icons for links to e.g. Instagram  
and YouTube

## Deadline & Budget:

Budget 500€

Deadline: In the best case, site can  
get online in ~2 weeks